

# 2002 Missouri Agricultural Products for the 21<sup>st</sup> Century Contest

## Guidelines

(note revisions from past years)

### Note:

The 2002 Missouri Governor's Conference on Agriculture will be held November 17-19, a month earlier than in previous years. Please keep this in mind as you plan your contest entry.

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Missouri Governor's Conference on Agriculture

### **Purpose of the Contest:**

Agricultural production plays a vital role in our state's economy. As new technology emerges, so will new products and uses for Missouri agricultural commodities. A key component in our agricultural industry's continued success is the development of competent agricultural leaders who possess the skills and resources to lead Missouri agriculture through the 21<sup>st</sup> century. These leaders need the expertise to add value to, as well as market Missouri's agricultural commodities.

### **Objectives:**

- \* To develop public speaking and presentation skills.
- \* To develop and demonstrate professional marketing techniques.
- \* To demonstrate an understanding of market research.
- \* To increase awareness of AgriMissouri products.
- \* To increase the participation of FFA members and advisors in the Missouri Governor's Conference on Agriculture.

### **Format:**

The Agricultural Products for the 21<sup>st</sup> Century Contest is a team activity and will consist of two components: **(1) The written marketing plan,** and **(2) the marketing presentation.**

There are two levels to the contest – **district** and **final**.

1. **The District Competition** requires a **written plan** and a corresponding **videotaped marketing presentation** that markets a **single** Missouri value-added product from the **2002 *AgriMissouri Buyer's Guide***. Entries will be mailed to the Missouri Department of Agriculture.

Judges may select one winner from each district to proceed to the final competition. If entries are not received from all six districts, the judges may select enough at-large teams to fill the six finalist slots. Note: Judges have the discretion to institute a minimum point requirement to proceed to the final competition.

2. **The Final Competition** will take place at the Missouri Governor's Conference on Agriculture on Sunday, November 17, 2002 and will consist of a live **marketing presentation** based on the written plan.

### **Contest Participation Rules:**

1. This contest is a team activity. Each team will consist of three members. Each team will market a single value-added Missouri product.
2. A school may submit up to three different entries from three different teams. A student may not serve on more than one team.
3. Students who have participated on a team at the final level may return in following years on a different team with no more than two members returning on the same team. A school may not submit the same product more than one year or for more than one team in the same year.
4. Official dress is required for the videotaped presentation and for the final presentation. Lack of official dress will result in a reduction of score.
5. All team members must participate in the presentations.
6. The marketing plan must be the original work of the presenters; however, information and figures may be obtained from the business and industry as long as proper credit is given.

### **The Written Marketing Plan:**

The product chosen must be a Missouri value-added product included in the **2002 AgriMissouri Buyers Guide**. Students will be expected to develop a comprehensive marketing plan for the product chosen from the guide and should take the approach of a consultant or marketing arm of the AgriMissouri company chosen. Students are to build upon the company's current marketing plan using their own research and data and should not simply restate the methods currently used. The buyers guide is available by calling toll-free 1-888-MO-Brand or at [www.mda.state.mo.us/bgguide.htm/](http://www.mda.state.mo.us/bgguide.htm/) .

The plan must include the following information: product definition, explanation of how and why the product was chosen, and a plan for successfully marketing this product. The following are examples of information that may also be included: production costs, product distribution, advertising, promotion, market analysis, target market, additional spin-off products, and market research.

The written marketing plan must be **no more than six pages**, typed and double-spaced, including one cover page listing:

- Name, address and telephone number of school
- Name of advisor
- Advisor's e-mail address
- Name of team members
- FFA area and district
- Product name and reference page number from the 2002 ***AgriMissouri Buyer's Guide***

Copies of correspondence (i.e. letters, e-mail, etc.) with the business owner of the product selected will not be included in the six page total, however, **the six page total will include any company brochures, flyers, appendixes, addendums, graphs, charts, etc. Any deviation may result in disqualification or reduction in score.**

### **The Marketing Presentation:**

Each team will develop a presentation that is based on and builds upon the information included in the written plan. (Note: The written plan should not be read verbatim during the marketing presentation!) The product must be fully described, including how and why the product was chosen and how the product will be marketed. Teams may want to include information such as product benefits (especially in comparison to competitor's products), environmental benefits, target market, etc.

At both the district and final level, the presentation must involve all members of the team and last a minimum of **eight minutes** and a maximum of **ten minutes**. Five points will be deducted for each thirty seconds under eight minutes or over ten minutes.

### **District Competition:**

Each team must submit **one** new/unused VHS videotape of the marketing presentation and **five** copies of the marketing plan postmarked **by October 1, 2002. The judges have the discretion to reduce the score or disqualify entries postmarked after October 1.** Videotapes will not be returned and become the property of the Missouri Governor's Conference on Agriculture. All materials should be sent to:

Marla Young  
Missouri Department of Agriculture  
1616 Missouri Boulevard  
P.O. Box 630  
Jefferson City, MO 65102-0630  
(573)751-2670  
[Marla\\_Young@mail.mda.state.mo.us](mailto:Marla_Young@mail.mda.state.mo.us)

**Note: Advisors will receive an e-mail confirmation when their application is received. If a confirmation is not received within a reasonable amount of time, advisors should contact the department to confirm receipt. Advisors are encouraged to keep a copy of the marketing plan and videotape.**

**Finalists will be notified by telephone or mail no later than October 18, 2002.**

**Advisors will receive copies of the score sheets and judges' comments from the district competition prior to the final competition.**

### **Final Competition:**

**Note: Teams proceeding to the finals will be given to opportunity to submit revised marketing plans. Revised written plans must be postmarked by November 1 and must include 5 copies. Teams will not be permitted to distribute revised plans on November 17, the day of the final competition, although correspondence received after November 1<sup>st</sup> may be distributed during the final competition.**

The six winning district teams (each with 3 members and one advisor) will be provided a complimentary trip (up to two nights lodging, registration, and meal expense only) to the Missouri Governor's Conference on Agriculture held November 17-19, 2002 at Tan-Tar-A Resort, Osage Beach, Missouri.

The final competition will be held the afternoon of Sunday, November 17<sup>th</sup>, with all six teams introduced and the three winning teams announced at the Monday luncheon. District finalists must confirm whether they are staying one or two nights at Tan-Tar-A by **November 1st** in order to attend the final competition.

The Governor's Conference will provide each school with a lodging voucher for either one or two nights lodging (one room per night only). **Schools will be responsible for making their own room arrangements directly with Tan-Tar-A by calling 1-800-Tan-Tar-A. If an additional chaperone is required, the school will be responsible for his/her lodging, registration, and meal costs.**

The presentation must involve all members of the team and last a minimum of **eight minutes** and a maximum of **ten minutes**. During the final round, a timekeeper will signal the end of eight minutes and each minute after that until the maximum ten minutes is reached. Five points will be deducted for each thirty seconds under eight minutes or over ten minutes.

A maximum of **10** minutes will be allotted for setup. **Only team members are allowed to set up for the presentation.** Pictures, samples, scale models, brochures, or audiovisual presentations may be used as a part of the sales demonstration; however, the judges will not be looking for the quality of the props or audiovisual aids used. They will be judging the quality of the presentation.

Two easels, one table (six or eight foot), and electricity will be provided. All audiovisual equipment and extension cords are the responsibility of the team.

The six finalists will be informed of their presentation time prior to November 17. Three judges and two staff (one timekeeper and one doorperson) will be in the room during the presentation.

Judges will be allowed up to ten minutes for questions and up to 10 minutes for scoring. Judges' comments will be sent to the team's advisor following the contest. The top scoring three teams will be selected. Please see attached Judging Criteria.

**Note: A team may only watch the other presentations once their presentation is complete. Guests may watch a presentation but cannot leave the room until all six teams have completed their presentations.**

To ensure fairness and objectivity, the list of judges for the area and final rounds will not be available until after the contest is completed. There will be a different set of judges for the district and final round.

The winning team will receive a \$500 check for its chapter; second-place team, \$400; and third-place team, \$300.

If you have any questions regarding the contest or guidelines, please contact Marla Young at (573) 751-2670 or [Marla\\_Young@mail.mda.state.mo.us](mailto:Marla_Young@mail.mda.state.mo.us)

## **Judging Criteria:**

### **The Marketing Plan:**

#### **Written Presentation: (40 points)**

- Free of grammatical and typographical errors.
- Meets all guidelines (judges may deduct 1- 10 points for the omission of required information).
- Organization
- Professional appeal

#### **Marketing Plan: (40 points)**

- Advertising
- Market analysis
- Research done by team
- Originality
- Promotion
- Target market

#### **Product Information: (20 points)**

- Product Description
- Production costs
- Does the product meet health/safety requirements?
- Correspondence with company

### **Presentation/Demonstration:**

#### **Approach: (50 points)**

- Effectiveness of marketing plan
- Extent to which the written plan and oral presentation correspond
- Organization of the presentation
- Overall effect of the presentation

#### **Presentation (50 points)**

- Accuracy of statements made by presenters.
- Extent to which the presenters were relaxed and at ease.
- Extent to which all team members participated in the presentation.
- Student eye contact with judges/audience
- Style, professionalism, and enthusiasm of presenters.

#### **Question/Answer (50 points – Final only)**

- Presenters' ability to answer judges' questions.